THE GEORGE WASHINGTON ALUMNI ASSOCIATION  
MINUTES OF THE BOARD OF DIRECTORS ANNUAL MEETING  

Wednesday, June 10, 2009  
6-8:30 p.m.  
1957 E Street, Washington DC

Board of Directors in Attendance: 
Jeffrey Akman, Rudy Alvarez, Blaine Atkisson, Christina Benjamin, Andrew Brown, Sally Cacheris, Montrose Cones, Jim Core, Richard Crespin, Laura Downs, Steve Frenkil, Mark Goldsmith, Jeremy Gosbee, Minnie Harmon, Memphis Holland, Frank Kent, Joe Kiehl, Jeannie Lesko, Lindsay Marsh, Eric Mendelsohn, Larry Murphy, Steven Ross, Jon Tarnow, Robert Thorman, Peter Weissman

Members Not in Attendance:

Members via Teleconference:
Penn Chabrow, Jay Cohen, Andrew Dixon, Allan From, Richard Green, Robert Miller, Audrey Plonk, Jim Quinlan, Kelly Schirmer

Staff in Attendance:
Kevin Corbett, Julia Coplan, Gina Dowell, Raina Lenney, Matt Lindsay, Erin Pitts, Anita Ponchione, Chris Rotella, Michael Steelman, Taylor Bodrie Stilli, Adrienne Rulnick, Karen White, Maggie Wilson

Call to Order and Minutes:  
• President Richard Crespin began the meeting at 6:15 p.m. 
• Presentation and approval of the minutes from the Board of Directors Meeting on April 24, 2009. Minutes were approved pending revision to attendance.

President’s Report:  
• Crespin acknowledged Past Presidents of the GWAA board of directors
  o William Porter, Ed Vest, Eugene Lambert, Constance Battle, Rob Efrus, and Chris Young
  o Collectively, their legacy of leadership spans over 30 years
• Each year, the GWAA awards a cash prize to an outstanding graduating student from each school in the University
• This year’s recipients are:
  o Matthew Knouse - School of Engineering and Applied Science
Brittany Plavchak - School of Public Health and Health Sciences
Andrew Satanapong - Graduate School of Education and Human Development
Michelle Tanney - College of Professional Studies (Graduate School of Political Management)
Michael Zytnick - GW School of Business
Nicole Capp and Lane Charneka - Columbian College of Arts and Sciences
Eileen Dorfman - Elliott School of International Affairs
Brett Sheats - GW Law School
Catherine Marie Denny - School of Medicine and Health Sciences

Crespin briefly acknowledged members of the board whose terms are expiring this summer, thanked them for their service, and presented them with a small token of gratitude

School Representatives:
- Rex Holloway, Chair of the Health Services Management and Policy Alumni Association
- Dr. Richard Popiel, representative of the School of Medicine
- Arlinda Mezini, representative of the School of Business
- Douglas Mickle and Richard Heideman, representatives from the School of Law
- J.P. Blackford, President, Engineering Alumni Association
- Joe Kiehl, school representative, Elliott School of International Affairs
- Lindsay Marsh, school representative, Graduate School of Political Management

Members-at-Large:
- Sally Cacheris, graduate of the Columbian College
- Amy Chmar, graduate of the Elliott School of International Affairs
- Penn Chabrow, graduate of the Law School
- Jeff Marootian graduate of both the Columbian College and the School of Business
- Laurie Lowe, graduate of Columbian College and School of Business
- Tejbir Phool, graduate of the School of Engineering
- Deborah Wheeler, graduate of the Columbian College. Debbie will remain involved as the liaison between the GWAA student-alumni initiatives committee and the Parents’ Association Advisory Council

SA President and Delegate:
- Vishal Aswani, class of 2011 and Geoffrey Louden, class of 2012

Faculty Representative:
- Dr. Jeffrey Akman, Chair of Psychiatry and Behavioral Sciences in GW’s School of Medicine, and graduate of the School of Medicine and Health Sciences

Officers:
- Lindsay Davidson, a double graduate of the School of Business, will be rolling off as our Secretary
- Marc Goldsmith has served on the board since 2004, he will be stepping down as treasurer but will continue to serve on the GWAA as a representative of the School of Business

Presentation of the GWAA Score Card:
- The Board has established 3 goals
  - enabling lifelong engagement
  - gathering a voice
building a culture of philanthropy
  o This year, a report card was implemented to track progress towards these goals, providing an opportunity for self-assessment
  o The board has done a good job on sending messages out to alumni but needs to improve on gathering messages from alumni
  o Though the board has improved, there is more work to do towards building a culture of philanthropy
  o The board has set a goal of 100% participation in the annual fund to lead by example
  o It is not the size of the gift that is important but the participation itself
  o Giving of time is also important – our volunteer rate has increased significantly
  o Over the past year, there have been approximately 100 applications for board positions combined

Treasurer’s Report:
  • Goldsmith reviewed the change in MOU between the University and the Association
    o This year the association committed $100,000 to the university, compared to 75% of the board’s income in previous years, saving the board $40,000
  • The grant program was fully subscribed this year
  • Meeting expenses were over budget due to increased meetings, activities, and committee meetings – this is a sign that the board is becoming more active
  • This year the board received royalties from Bank of America above the minimum commitment stated in the contract – $7,500
  • Investment interest income decreased by $10,000 due to market changes, however use of 100% insured investments prevented a loss of actual investments
  • All funds have been transferred from Smith Barney to UBS
  • Due to the new function of the treasurer and the finance committee, the current committee will not propose a budget for FY10 – the new committee will propose the budget at the next meeting

Alumni Relations Report:
  • Associate Vice President Adrienne Rulnick shared highlights from the past year centered around the 3 goals of the alumni association

  Enabling lifetime engagement:
  • Increased outreach to alumni with specially targeted activities for alumni by school, life stage, region, professional affiliation, and student activities
  • Focus on engaging students in the alumni association
    o Alumni Relations has taken over the summer connections program
    o Hosted the 4th annual Zero Year reunion in May - over 500 students attended
    o Commencement legacy family reception with close to 100 attendees
  • Focus on engaging Alumni Emeriti
    o Began new tradition of alumni emeriti leading procession at commencement
  • Increased alumni programming domestically
    o Hosted alumni events with President Knapp in Boston, Bethesda and Miami
New and expanded DC Programming including: Monthly Museum Tour Series, Politics & Port, and Gain Wisdom lecture series

- Chicago White Sox Event hosted by Jerry Reinsdorf President of the White Sox - over 200 alumni, parents, and students in attendance
- Over the course of the year had 150 alumni events, 8,000 alumni & guests in attendance

- Increased programming internationally
  - 977 alumni attended GW international events
  - Focus on building alumni chapters abroad, and identifying alumni leaders
  - Established GWAA International Alumni Programs committee

- Focus on School Alumni Programs
  - For first time, all schools now have a dedicated alumni relations officer
  - Collaborated with the regional & development teams on a series of dean’s tours on the West Coast, in Chicago, and in South Florida

- Clubs, Groups and Reunions
  - Alumni Weekend 2008 drew 2,500 attendees to 120 events
  - Hosted the first-ever LGBT alumni event at the Human Rights Campaign in DC
  - Hosted 2nd Annual African American Reunion in April and created the African American Alumni Advisory Board
  - Building Latino & Pan-Asian multicultural groups and an alumni veterans group

- Alumni Benefits
  - New partnerships with Washington Sports Clubs & Bally Fitness, Steven’s Van Lines, and Hudson Union Society (speaker/social events for NYC region alumni)
  - Alumni may begin purchasing affinity license plates in Virginia and DC in the fall (Already available in MD)
  - Began providing free lifetime email, in partnership with Google - more than 17,700 alumni have created accounts

- Increased focus on career services
  - New professional development component to Alumni Weekend
  - To date, there are 7,500 members in the GWAA LinkedIn Group
  - There are now 820 alumni volunteers on the Career Advisor Network – nearly doubled over last year

- Increased volunteer programming
  - New online volunteer form, almost 100 completed already
  - Over 1,200 prospective students interviewed by Admissions Alumni and Parent volunteers
  - Started the GW Book Award Program: Awarded to 56 high school juniors

- Special Programs
  - 1st annual Women and Philanthropy Forum in April with keynote speaker Carolyn Schwab Pomerantz - nearly 100 attendees
  - Entrepreneurs -GWERT
  - LRS Alliances
  - Alumni Awards
Gathering a Voice:
- Held alumni events with President Knapp and University Leadership, providing an opportunity for alumni to share ideas and feedback
- Each of our alumni leadership groups, especially the GWAA board, help provide critical direction and feedback
- Planning an alumni volunteer leadership retreat in conjunction with next year’s annual meeting
- Alumni Website Redesigned – launched in September
  - New site averages approximately 15,000 unique visitors/month and 130,000 page views/month
  - The University is moving toward a unified web presence this summer and alumni have been involved in this process
- Online Networks
  - Alumni groups and pages on Facebook, Twitter, YouTube and Flickr
  - GW Alumni Online Community - 27,293 registered users (12.5% of alumni)
  - GWAA blog - Created this year by GWAA Communications Committee
- Colonial Cable
  - Monthly e-newsletter sent to an average of 69,200 alumni and students, with a readership of 11,800
  - Alumni Interactive video clips included each month

Building a Culture of Philanthropy:
- Senior Class Gift: 34.6% of the Senior Class participated in 2009 – an increase of 9.4% from the previous year
- Web donations are up by 44% over last year
- Phonathon pledge fulfillment is at 83%, up from 75% last year - far exceeding other universities
- 166% increase in donations towards student aid compared to last year
- Smith Center – matching gift for renovating the Smith Center
  - First ever Athletics Reunion at Alumni Weekend 2009
- Luther Rice Society was re-launched
  - Launched 4 Industry Alliances – Political Alliance, Entertainment & Media Alliance, Financial Services, and Real Estate Alliance
  - Held the 1st annual LRS Celebration at the Newseum in March, with over 100 in attendance
  - LAG Team will raise over $1 million this year, a big accomplishment in a difficult economy
  - Had over 4,000 alumni at their major events - New York Stock Exchange, the United Nations, baseball games
- Board Giving
  - To date the GWAA is at 86% participation (75% last year)
  - Our goal is 100% - so far the Senior Class Gift Committee and LRSAC has already hit 100%.
  - Board giving total: $209,000 ($151,000 last year)
  - 15,459 alumni have made annual fund gifts this year
Save the date
- Alumni Weekend 2009 – October 1-4 (beginning with the Distinguished Alumni Achievement Awards)
- First Annual GW Global Forum – November 13-14

Passing of the Gavel:
- Richard Crespin introduced the new president of the GW Alumni Association – Laura Taddeucci Downs

President’s Report:
- Downs announced the revisions to the FY10 GWAA Board Meeting Calendar
- Downs welcomed new School Representatives and SA President
  - Jonathan Nurse - representative for the Columbian College; he also earned a master in public policy from the School of Business
  - Marc Goldsmith, a Certified Public Accountant and a graduate of the Business School, will serve as a School of Business representative
  - Sam Jammal and Jessica Tillipman, will represent the Law School
  - Charles Kuebler will be serving as the new Chair of GW’s Health Science Management and Policy Alumni Association
  - Julie Bindelglass, a class of 2011 communications major, Julie is the third female SA president in 30 years
- Downs appointed the new Members-at-Large
  - Christine Coleman, a graduate of Columbian College
  - Fiona Conroy, a graduate of Columbian College, and the Graduate School of Political Management
  - Sara Flowers, a graduate of Columbian College, and the School of Public Health and Health Services
  - Buddy Lesavoy, a graduate of the Business School and the Law School
  - Leslie Megyeri, a graduate of Columbian College, the Law School and the Business School
- Downs appointed the Vice Presidents & Parlimentarian
  - Audrey Plonk - Vice President for Awards
  - Jennifer Aronson - Vice President for Programs
  - Steve Frenkil - Vice President for Student-Alumni Initiatives
  - Jonathan Tarnow - Vice President for Nominations
  - Jim Core - Vice President for Communications
  - Frank Kent - Vice President for Career Services
  - Several of these committees are open to non-board members – a contact sheet is included in the meeting materials
  - Jay Cohen and Alumni Trustee Mark Hughes, will continue to as appointees to the Executive Committee
  - Jeremy Gosbee, who most recently served as Vice President for Communications, and before that as Secretary, will assume the position of member-at-large Parliamentarian
• Downs reappointed Ad Hoc Committees
  o The Regional Alumni Programs Committee, chaired by Columbian College graduate, Josh Hiscock
  o The International Alumni Programs Committee, chaired by School of Business graduate, Pilar Rivera
• Amendment to the bylaws
  o There has been an increased focus on the financial well-being of the association, prompting an expansion of the role and responsibilities of the treasurer
  o The new Vice President for Financial Affairs and Treasurer will chair the Finance Committee, inform the Board of the association’s financial conditions at each meeting, and assist with the preparation of the association’s annual budget
  o The treasurer will also advise the Office of Alumni Relations on the cultivation and development of new income, and help identify corporate sponsorships to support GWAA-branded alumni programs
  o Downs requested a motion to amend the Bylaws where the title Treasurer will be replaced with the new title of Vice President of Financial Affairs and Treasurer, and with it the expanded description of responsibilities
  o The motion was approved without objections

Nominations Committee Report:
• Jon Tarnow, Chair of Nominations Committee, presented the final selections the following positions:
  o John Jenkins - Secretary
  o Blaine Atkisson - Vice President for Financial Affairs and Treasurer
  o Lilien Robinson - Faculty Representative
• Tarnow requested a motion to approve these positions and the motion was approved with no objection

Closing Remarks and Special Acknowledgments:
• Vice President for Development and Alumni Relations Laurel Price Jones presented closing remarks
• Price Jones presented an engraved chair to commemorate Richard Crespin’s service as president of the GWAA
• Price Jones spoke of the University’s goal of creating a lifelong and worldwide community of alumni

Adjournment:
• The meeting was adjourned by President Laura Downs at 7:30 p.m.
• All in attendance were invited to a reception following the meeting

Submitted by,

L. Davidson
Secretary